

**Prime time TSA households (000)**

**ADI (rank)**

Huntsville-Decatur-Florence, Ala. (89)  
 Idaho Falls-Pocatello (159)  
 Indianapolis (24)  
 Jackson, Miss. (82)  
 Jackson, Tenn. (180)  
 Jacksonville, Fla. (57)  
 Johnstown-Altoona, Pa. (85)  
 Jonesboro, Ark. (174)  
 Joplin, Mo.-Pittsburg, Kan. (119)  
 Kansas City (28)  
 Knoxville, Tenn. (61)  
 La Crosse-Eau Claire, Wis. (134)  
 Lafayette, Ind. (193)  
 Lafayette, La. (112)  
 Lake Charles, La. (170)  
 Lansing, Mich. (105)  
 Laredo, Tex. (199)  
 Las Vegas (94)  
 Laurel-Hattiesburg, Miss. (161)  
 Lexington, Ky. (76)  
 Lima, Ohio (196)  
 Lincoln-Hastings-Kearney, Neb. (92)  
 Little Rock, Ark. (55)  
 Los Angeles (2)  
 Louisville, Ky. (47)  
 Lubbock, Tex. (149)  
 Macon, Ga. (134)  
 Madison, Wis. (106)  
 Mankato, Minn. (208)  
 Marquette, Mich. (184)  
 McAllen-Brownsville, Tex. (115)  
 Medford, Ore. (153)  
 Memphis (41)  
 Meridian, Miss. (175)  
 Miami (16)  
 Milwaukee (30)  
 Minneapolis-St. Paul (13)  
 Minot-Bismarck-Dickinson, N.D. (146)  
 Missoula-Butte, Mont. (173)  
 Mobile, Ala.-Pensacola, Fla. (58)  
 Monroe, La.-El Dorado, Ark. (116)  
 Montgomery-Selma, Ala. (101)  
 Nashville (32)  
 New Orleans (34)  
 New York (1)  
 Nrlk-Ptsmth-Nwprt Nws-Hmptr, Va. (43)  
 North Platte, Neb. (210)  
 Odessa-Midland, Tex. (143)  
 Oklahoma City (37)  
 Omaha (70)  
 Orlando-Daytona Beach-Melbourne, Fla. (27)  
 Ottumwa, Iowa-Kirksville, Mo. (204)  
 Paducah, Ky-Cape Girardeau, Mo. (75)  
 Palm Springs, Calif. (178)  
 Panama City, Fla. (171)  
 Parkersburg, W.Va. (198)  
 Peoria-Bloomington, Ill. (110)  
 Philadelphia (4)  
 Phoenix (21)  
 Pittsburgh (17)  
 Portland, Ore. (26)

**ADI (rank)**

ABC	CBS	NBC	ABC	CBS	NBC
42	48	52	Portland-Poland Spring, Me. (69)	46	37
12	16	19	Presque Isle, Me. (203)	—	6
106	131	142	Providence, R.I.-New Bedford, Mass. (44)	75	76
26	58	76	Quincy, Ill.-Hannibal, Mo. (154)	—	25
24	—	—	Raleigh-Durham, N.C. (35)	84	92
45	88	57	Rapid City, S.D. (167)	20	15
—	46	79	Reno (121)	24	20
27	—	—	Richmond, Va. (62)	60	74
27	29	29	Roanoke-Lynchburg, Va. (73)	36	66
93	117	141	Rochester-Austin, Minn.-Mason City, Iowa (147)	20	17
57	81	50	Rochester, N.Y. (72)	44	51
18	25	36	Rockford, Ill. (114)	23	29
—	9	—	Roswell, N.M. (194)	—	13
38	59	—	Sacramento-Stockton, Calif. (20)	101	123
—	—	41	St. Joseph, Mo. (187)	13	—
—	52	48	St. Louis (18)	125	165
4	3	5	Salinas-Monterey-San Jose, Calif. (111)	36	22
24	36	46	Salisbury, Md. (162)	14	24
—	6	29	Salt Lake City (40)	84	80
37	64	50	San Angelo, Tex. (189)	—	13
—	—	1	San Antonio, Tex. (42)	74	92
20	47	16	San Diego (25)	82	106
66	67	82	San Francisco (5)	238	253
534	504	654	Snt Brbra-Snta Mria-Sn Lus Obspo, Calif. (113)	24	25
53	86	100	Savannah, Ga. (103)	19	46
15	21	24	Seattle-Tacoma (15)	145	125
18	42	19	Shreveport, La.-Texarkana, Tex. (64)	61	69
33	41	40	Sioux City, Iowa (125)	28	10
—	14	—	Sioux Falls-Mitchell, S.D. (100)	38	53
—	18	—	South Bend-Elkhart, Ind. (84)	33	45
26	25	23	Spokane, Wash. (79)	41	42
10	18	30	Springfield, Mass. (108)	28	—
61	101	139	Springfield, Mo. (81)	20	48
19	9	5	Springfield-Decatur-Champaign, Ill. (74)	39	49
139	152	184	Syracuse, N.Y. (67)	43	63
89	94	131	Tallahassee, Fla.-Thomasville, Ga. (126)	12	52
136	168	165	Tampa-St.Petersburg (14)	169	193
7	22	33	Terre Haute, Ind. (129)	10	30
17	11	18	Toledo, Ohio (65)	42	67
50	84	78	Topeka, Kan. (142)	12	24
13	53	29	Traverse City-Cadillac, Mich. (138)	14	37
13	33	68	Tucson, Ariz. (83)	40	36
79	129	138	Tulsa, Okla. (54)	84	81
85	128	118	Tuscaloosa, Ala. (185)	—	9
790	887	1,082	Twin Falls, Idaho (202)	—	8
66	81	94	Tyler-Longview, Tex. (123)	45	8
—	—	7	Utica, N.Y. (158)	11	—
24	22	23	Victoria, Tex. (206)	5	—
77	103	112	Waco-Temple, Tex. (93)	19	42
55	50	66	Washington (9)	213	215
106	118	157	Watertown-Carthage, N.Y. (169)	—	20
17	—	—	Wausau-Rhineland, Wis. (128)	27	37
31	66	60	West Palm Beach-Ft. Pierce-Vero Beach, Fla. (53)	47	32
7	—	9	Wheeling, W.Va.-Steubenville, Ohio (139)	—	40
14	—	27	Wichita-Hutchinson, Kan. (60)	48	66
—	—	11	Wichita Falls, Tex.-Lawton, Okla. (130)	22	25
30	29	41	Wilkes Barre-Scranton, Pa. (51)	71	69
431	402	471	Wilmington, N.C. (150)	23	8
111	136	141	Yakima, Wash. (127)	19	28
208	212	183	Youngstown, Ohio (88)	37	49
85	101	108	Zanesville, Ohio (201)	—	11

**Prime time TSA households (000)**

ABC	CBS	NBC	ABC	CBS	NBC
—	—	—	46	37	57
—	—	—	—	6	—
75	76	116	75	25	28
—	—	—	84	92	53
20	—	15	24	20	23
60	74	74	36	66	64
36	66	64	20	17	29
44	51	64	23	29	33
23	29	33	101	123	159
101	123	159	125	165	225
36	22	41	36	22	41
14	24	15	28	10	35
84	80	100	20	48	66
—	—	—	39	49	63
41	42	51	43	63	70
28	—	51	12	52	11
10	30	36	169	193	215
42	67	84	10	30	36
12	24	24	42	67	84
14	37	36	14	37	36
40	36	47	40	36	47
84	81	81	84	81	81
45	8	15	45	8	15
5	—	9	11	—	25
19	42	38	5	—	9
213	215	226	19	42	38
—	—	—	213	215	226
27	37	12	27	37	12
47	32	85	47	32	85
—	40	39	—	40	39
48	66	67	48	66	67
22	25	27	22	25	27
71	69	97	71	69	97
23	8	62	23	8	62
19	28	24	19	28	24
37	49	56	37	49	56
—	—	—	—	—	—

## Nielsen says study backs up peoplemeters

### Company claims telephone survey supports data for children's programming produced by new system

A.C. Nielsen Co. has conducted a telephone coincidental survey that company officials say tentatively substantiates the lower ratings for children's programming recorded by peoplemeters this season. Ratings for children's programming have decreased by as much as 40% since the new season began.

Broadcasters have claimed that the sharp declines are the result of the switch to peoplemeters and the frequent failure of children to log in on the meters when watching television.

However, at a workshop sponsored by the Advertising Research Foundation in New

York, Nielsen vice president, Ceril Shagrin, said preliminary results of the recent telephone survey, conducted over five weeks, beginning last Oct. 21, were within 5% of peoplemeter estimates of child viewers. Telephone coincidentals are usually accepted as the most accurate research tool for measuring viewing.

Shagrin said last week that not all of the survey data was in, but that based on the early returns, the company estimated it would show 407 viewing children, ages 2-5, per thousand homes with children. That is within 2% of the comparable peoplemeter estimate for the same period. For children ages 6-11, said Shagrin, the viewing levels reported by the survey and the peoplemeter were only one-half of one percentage point apart.

According to Shagrin, the survey "goes a long way in validating the peoplemeter" ratings for children this season.

However, some questions were raised by network sources about Nielsen's survey methodology. One source said Nielsen phone surveyors in some cases talked to children directly without validation from a parent, thus tainting the survey. The decline of the children's audience has been a major issue in the transition to peoplemeters. CBS's Saturday morning ratings are down 15% season to date. However, in negotiations with advertisers, it was agreed that a 20% fall-off, called the "peoplemeter factor," would be acceptable without advertising make-goods kicking in.

NBC's Saturday morning schedule has